

## ABSTRACT

A broadcast data communication method is capable of reducing unnecessary power consumption accompanying the reception of broadcast data that is not desired by a user and it is possible to reduce annoyance accompanying the performing of broadcast notification by not carrying out broadcast notification for broadcast data the user does not desire. In this method, a broadcast notification information identifier is added to broadcast notification information at a broadcast data transmission server of a broadcast data communication system. The broadcast notification information is received at the broadcast data receiving terminal (S1). The broadcast notification information identifier is then saved as notification unnecessary information (S8), and reception of broadcast data corresponding to broadcast notification information containing a broadcast notification information identifier that is the same as the saved broadcast notification information identifier is stopped (S9).